

**Coudersport, Pennsylvania
Interview**

**Cary Simpson
President
Allegheny Mountain Network**

Coudersport, Pennsylvania

The Market

The Allegheny Mountain Network (AMN) is based in Tyrone, Pennsylvania and serves as the umbrella organization for a group of stations in small markets throughout the north central part of the state. The region is rural with agriculture as its economic base.

The towns to which the AMN stations are licensed have populations of between 2,500 and 7,000. Coudersport is the smallest town and is the county seat in a county of 15,000.

Cary Simpson, the president of AMN, talked about his group of stations:

The markets that we are in are towns with populations of perhaps 4,000-8,000 people. Over the years, some of them have grown a little bit larger than that and some of them have shrunk. Coudersport is the smallest market that we are in with a productive station. This is a county seat with a population of about 2,500 in a county of about 15,000. The largest market that we are in with this type of station would be a town of about 7,000 that just consolidated with a neighboring township and became a city of about 14,000. These stations are located in central and northern Pennsylvania.

Simpson also described the changes that have taken place in the underlying economy of the region served by his stations:

In the old days, the typical radio station would have banks and retailers and eating places and automobiles. These days in most situations the banks have been bought up and no longer perceive any significance to a local town where they might have a branch. As a matter of fact, many of the branch banks no longer have local managers and many are putting in an automatic teller in a town rather than a full-service operation. In the old days, every town had what

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you might call an anchor department store. Virtually every one of them has disappeared. They've been supplanted by discounters and malls. People will go 60 miles to the mall. Each trip to the mall takes a little bit more business away from one of our advertisers. More and more it is becoming a case where the business is bigger and relies on national television or cable channels or local sale of cable advertising. All of that's pulling our advertising away. In many cases, the regionalization of the auto dollars is pulling the decisionmaking ability away from the local dealer. Each dealer gets a certain allowance per car. In the past, he was able to use this to say, "I want this money to go to this newspaper or that radio station." Now, in many cases, this is being done either by a committee or agency from a big city, probably 200 miles away, which doesn't really want to be bothered with 50 little hometown radio stations. Or they may be influenced to take a giant cable-TV advertising company that represents 75 local cable systems. And this is having a severe impact on some of the stations.

The Role of Local Radio in the Community

In each community served by an AMN station, local programming plays a central role in the station's identity. However, as Simpson explained, he has had to make due with fewer and fewer resources as competition has intensified in recent years.

He said:

The full staff of the Coudersport radio station at the present time is two and one-half people, down from about eight people before. We had to cut the size of the staff. I think this has been the trend across the industry. There has been a significant drop in station employment over the last decade as the number of stations has grown and operations have been consolidated.

But, at the same time, he emphasized:

In terms of the cutbacks we've had to make, we have tried to make sure that there is no negative impact. We still carried the candidates' forum from the courthouse before the election of the county

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"This is the type of thing that requires a creative mind and not just a warm body or a computer inserting ads. The small radio station cannot exist if the ability to produce these 'things' disappears, but producing them takes time and costs money. If the revenue support goes below a certain floor, that will simply just end every bit of this type of production."

commissioners this year. We have a local editorial every week that deals with some local issue. I personally write those and have done so for each of our stations for probably 30 years. I call our group the Allegheny Mountain Network, and so we have three days a week where we run an editorial on some regional, state or national issue. In addition to that, the morning show host has what she calls a 'morning break' where she will invite some local person in to chat, then she'll read a commercial and play some records and then chat a little bit more. She may have the county judge or the school principal. The point is the ability to do this depends on generating sufficient revenue. If you can't generate adequate support, you will just have 100 mediocre stations all transmitting the same thing. We are trying to cope so that there is no perception of a reduction in service locally. But obviously, there are limits. The point of the whole thing traditionally was that the FCC wanted stations to supply a local voice. Now, is the view of the FCC changing?

Simpson said that his stations were constantly looking for ways to build bridges to the community and have found that coverage of local sports can be a critical link. He explained:

The coverage of local sports is a cornerstone for each of our stations. A typical situation would be that, assuming an AM-FM combination, the AM would cover the hometown game and the FM would cover a neighboring high school. This is certainly not done as a major source of revenue. It is done primarily because this helps to make a constituency for the radio station. People connect the local radio station with sports. In several of the towns we serve, we always carry a broadcast of the Memorial Day and Veteran's Day activities because we think that builds a constituency for the local station. These connections then afford the stations opportunities to sell advertising. It's a way of carving an identity. We are the conscience of the community. We present an 'Outstanding Citizen' award every month to someone who does not seek the spotlight and who does not volunteer just so it would look good on their resume or they'll get their picture in the paper. These people invariably are surprised to receive this recognition. This is the type of thing that requires a creative mind and not just a warm body or a computer inserting ads. The small radio station cannot exist if the ability to produce these 'things' disappears, but producing them takes time and costs money. If the revenue support goes below a certain floor, that will simply just

end every bit of this type of production. It won't be able to support itself.

In covering local high school football, Simpson relies on high school students to do some of the pregame announcements, to read commercials during the broadcast and to handle the post-game period.

"We don't have much more we can do to reduce costs and still be able to provide those broadcasts," Simpson said.

He added:

"To the extent that these types of things don't exist anymore, the community becomes an inactive community. . . . I know that people in our towns really depend on their local radio station to let them know what's happening, to cover the news. This is not as a substitute for the weekly paper or the larger city paper 40 miles away with a stringer in town who supplies an occasional story. But this is one of the keystones along with the local paper. There again, the local paper cannot exist without Main Street either."

To the extent that these types of things don't exist anymore, the community becomes an inactive community. Just the same as the malls and the discounters are emptying the towns of many of the Main Street stores, which have historically been mainstays of the community. In many of the smaller communities, agriculture is no longer an individual business, but a gigantic corporate-type thing. What once were working farms are now just rural residences of people who commute to jobs quite a distance away. Perhaps this is part of the inevitable disappearance of small-town life. I certainly hope that it isn't. I know that people in our towns really depend on their local radio station to let them know what's happening, to cover the news. This is not as a substitute for the weekly paper or the larger city paper 40 miles away with a stringer in town who supplies an occasional story. But this is one of the keystones along with the local paper. There again, the local paper cannot exist without Main Street either. It makes it extremely difficult. And they can't sell 'things' as easily as radio can. In many situations, we may find the disappearance of the weekly paper occurring before the disappearance of the local radio station. But I don't think it is inevitable. I think that local radio could be doing okay provided that the other choices that are available do not just totally inundate the stations.

The Impact of Competition on Local Radio

In small rural markets such as those served by AMN's stations, increased competition from additional radio stations has already had an impact. Indeed, the evolution of AMN itself is an attempt to cope with that competition.

Simpson said:

Each of the AM stations was built in the 1950s and they now have FM sisters in four of the markets. The Coudersport station has been serving that area for 42 years now. It has suffered quite a bit from the competing signals from the FCC's 80-90 decision, particularly one in another town of about 2,500, 13 miles down the road that has taken one-third of the revenue, and we have never gotten it back. That has meant that we've had to operate the station on a very, very tight basis. One thing that has helped is that at about the same time that the FCC added 80-90s, we added the FM to the Coudersport AM station. This has not resulted in any increase in the income of that particular station, but the economies from operating a group of stations have helped some.

"If you go below the minimum threshold, you get nothing. Not just that you would get a little bit less or half, being a truly local station no longer becomes viable. I have seen this happen with stations. They become a jukebox and irrelevant from a localism standpoint."

He continued:

There is a town right down the road from here where an AM and FM station had run for 48 years. It was sold in March of this year. The FM began simulcasting a station 35 miles away, and the AM was moved to a town 15 miles away. Now there is an 80-90 drop-in there that is still providing service to this town, but everything is originating from out of town. There is a threshold below which no one, no matter how ingenious or how stubborn they may be, cannot afford to go. I believe that the fact that we do these things attracts the loyalty of the local people, but it's a very, very fragile situation. Another 80-90 station or another loss of a few businesses and we are below that threshold. If you go below the minimum threshold, you get nothing. Not just that you would get a little bit less or half, being a truly local station no longer becomes viable. I have seen this happen with stations. They become a jukebox and irrelevant from a localism standpoint. Or they sell 100 percent of their time to a

preacher out in California whose program is on the satellite. And there is nothing local at all.

He explained how he has tried to reduce costs:

"These operations are so marginal that if anybody else were going to buy them, they also would be trying to operate them as a team of stations. The stations are so close to the margin that if it were not possible to combine the similar tasks of each of the stations into one person's responsibility, then the station just simply would not continue to operate."

All of the accounting, all of the payroll, all of the engineering, all of the overall management, compilation of the FCC's needs and problems list, the writing of editorials — all of that is done by our headquarters staff which consists of four people — myself, my wife, a chief engineer who is responsible for all the 10 stations, and two half-time equivalent persons in accounting. Our entire thrust is to do at headquarters the things that cannot be done locally, but locally is where the sales are. These operations are so marginal that if anybody else were going to buy them, they also would be trying to operate them as a team of stations. The stations are so close to the margin that if it were not possible to combine the similar tasks of each of the stations into one person's responsibility, then the station just simply would not continue to operate. Or if it were to continue, it would be unable to accomplish the things that it is now able to accomplish in terms of service to the community.

He also described his efforts to increase station revenue:

"I was extremely obstinate and reluctant to do this cutting, but in a finite situation where there is simply a fixed number of dollars being divided among a larger number of stations, it's difficult to get additional new dollars. This is simply one of the facts of radio life in small towns."

Recently we have gone into selling place-mat advertising in order to bring up the revenue. This involves the same sales staff going out and selling it to the local contractor or the local beauty parlor, *etc.*, and then give the place mats to the restaurants. This is by way of coping by going into another business. It is a straw we have grabbed.

Simpson said that his decisions have been driven by the changing economics of the markets he serves:

I was extremely obstinate and reluctant to do this cutting, but in a finite situation where there is simply a fixed number of dollars being divided among a larger number of stations, it's difficult to get additional new dollars. This is simply one of the facts of radio life in small towns. There is just a certain number of dollars. You get into the 'Wal-Mart' situation. The changing of Main Street results in the fact that radio users, the mom-and-pop-types of operation, are driven

out of business and retail sales dollars are taken over by people who simply don't spend any money on the hometown radio station.

Although he has had to change the way his stations operate, Simpson remains committed to doing as much local programming as he can manage.

"We've done the best we can to make sure people don't perceive the changes, but it's getting more difficult all the time," Simpson said.

Simpson emphasized that the economics of small market radio are different. He gave an example of how his stations are trying to cope:

"The result has been that our Coudersport stations are not normally manned after about 1:00 in the afternoon. We go to satellite programming. In the mornings, we try to do a job covering local news and local activities, and furnishing a local service. . . . Then, at that point, we simply have nobody sitting there running the station. We have a central place where all of the readings are taken. The phones are call-forwarded so that if a lost-dog call or other message comes in, we'll take the call and then we'll either save it for the next day, or if there is a serious emergency, we will go on the air on that station."

The result has been that our Coudersport stations are not normally manned after about 1:00 in the afternoon. We go to satellite programming. In the mornings, we try to do a job covering local news and local activities, and furnishing a local service. This includes the morning drive period. It extends through the rest of the morning including the noon hour. Then, at that point, we simply have nobody sitting there running the station. We have a central place where all of the readings are taken. The phones are call-forwarded so that if a lost-dog call or other message comes in, we'll take the call and then we'll either save it for the next day, or if there is a serious emergency, we will go on the air on that station. For example, the other night there was a flash-flood warning, so we went live about 9:30 at night on the Coudersport station and made emergency announcements. We did it five or six times. As it turned out, it was not a serious situation, but the local emergency management people were relying on us. Even this was probably an exceptional situation because the local EMA and the station have always been close. I think stations in other areas would probably not interrupt their programming. It wouldn't be worth the bother to them.

Simpson's view is that increased competition will force him to rely even more on satellite-delivered programming. He sees an inevitable decline in localism:

So what you end up with is not just a service coming out of the sky and going directly to the customers or listeners, but also a service coming out of the sky and going directly to radio stations that simply rebroadcast it. There is no local activity at all. The competitive situation today requires small stations to go to heroic means to continue to be relevant locally.

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Concerns About the Future of Localism and the Impact of National Satellite Radio

National satellite radio could have a devastating impact on small market radio and especially on stations serving rural areas. The result is likely to be that those stations become less and less relevant to their communities of license.

Cary Simpson put it this way:

The thing that just scares the heck out of me is the fact that we are operating with an extremely tight margin. We were able by cutting the staff by 70 percent to get back to the place where the station takes in more than it spends. If an additional percentage is syphoned off by any type of other activity, if instead of 80-90 they have 90-100 or if they have satellite service or whatever, we are in trouble. We'd have to cut again and there's not much left to cut. We may not be able to make it.

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There would be an impact on advertisers and their perception of local radio's effectiveness. Simpson said:

A loss of audience can have a psychological effect on our advertisers. The perception becomes that this little local, hometown radio station really is not relevant. We are in a very fragile situation. We are trying to create the perception with our local programming that you can reach everybody in town with the hometown station. This is simply a perception and you don't reach everybody in town anymore. Advertisers already perceive that many persons in the small hometown do not listen already. They may listen to the station that has their format choice which may be coming from a high-powered FM station 70 miles down the road. In the future, they may listen to

the satellite. That will mean we are less able to maintain our identity as the voice of the local community. But that is how we are trying to succeed and how we are trying to position ourselves with local advertisers. But tomorrow, who knows?

Simpson explained that local stations would naturally try to adapt, but that there could well be a limit on their ability to do so. In his words:

"It is sometimes possible to generate results from these types of things, whereas quite often it is difficult to convince an advertiser just to buy ads on the local radio station. The difficulties arise because it requires station personnel to do these 'things.' It is extremely easy to run a radio station with no staff. But that type of operation can't be relevant to its community. It just becomes another of the various packaged music or satellite-network program services."

The way that many small stations are able to survive in competition these days involves the selling of 'things' rather than radio advertising, *per se*. Going out and selling 10 spot ads or a package of 50 ads or something like that is extremely difficult in smaller markets particularly because there is a tremendous amount of competition and the audience you can produce is small as a result. Most people turn to radio because of a particular program format, but they may tune away from one of these satellite-fed services or a gigantic FM station 70 miles down the road for specific 'things' such as the local news or sports or election returns or events that are taking place in the community or locally-oriented quiz programs or things like that. It is sometimes possible to generate results from these types of things, whereas quite often it is difficult to convince an advertiser just to buy ads on the local radio station. The difficulties arise because it requires station personnel to do these 'things.' It is extremely easy to run a radio station with no staff. But that type of operation can't be relevant to its community. It just becomes another of the various packaged music or satellite-network program services. There is an economic floor below which no radio station can afford to do these 'things.' In contrast to having just warm bodies or high-school kids who are playing records and dreaming of becoming stars, it requires persons who know the community and who know the sport or know the local news sources or who know the history of the town or whom to contact to get good information. At some point, the dollars you can generate doing these kinds of things are simply not sufficient to support the effort you need to produce the result. Being able to share overheads like we do with our station group certainly helps, but we're still working on paper-thin margins.

The bottom line, according to Simpson, will be a loss of "real" local service in the affected communities. He said:

"If they are taking for granted that the small-town radio station is so resilient that it can survive every possible challenge, I think they are wrong. There is a point where it can no longer survive. What we will then have are all sorts of plug-in local radio outlets. . . . So every town had a radio station throughout the country, but no town had a real radio station."

"The view seems to be, 'Well, if one is good, why not have three? If the small-town stations are resilient and creative, they will survive.' I don't know. In a small town, the amount of advertising is limited to start with and advertisers won't pay if their dollars produce little impact on sales."

Obviously with a staff of two or two and one-half people, you can't cover a lot of things that people normally would have expected. A ground-breaking or a speech or sending a reporter to something, you just can't do all of that stuff anymore. I think that is just axiomatic. It is just like a person who might be disabled. They try to cope, but they are not able to do as much as before. Basically, I have to question whether there is a future for hometown radio stations, whether the concept of a small hometown radio station is doomed because it appears that the Commission is thinking of this new service. If they are taking for granted that the small-town radio station is so resilient that it can survive every possible challenge, I think they are wrong. There is a point where it can no longer survive. What we will then have are all sorts of plug-in local radio outlets. In Canada, years ago, they put in what are called LPRTs (low-power radio transmitters). So every town had a plug-in, but they all rebroadcast the CBC. So every town had a radio station throughout the country, but no town had a real radio station.

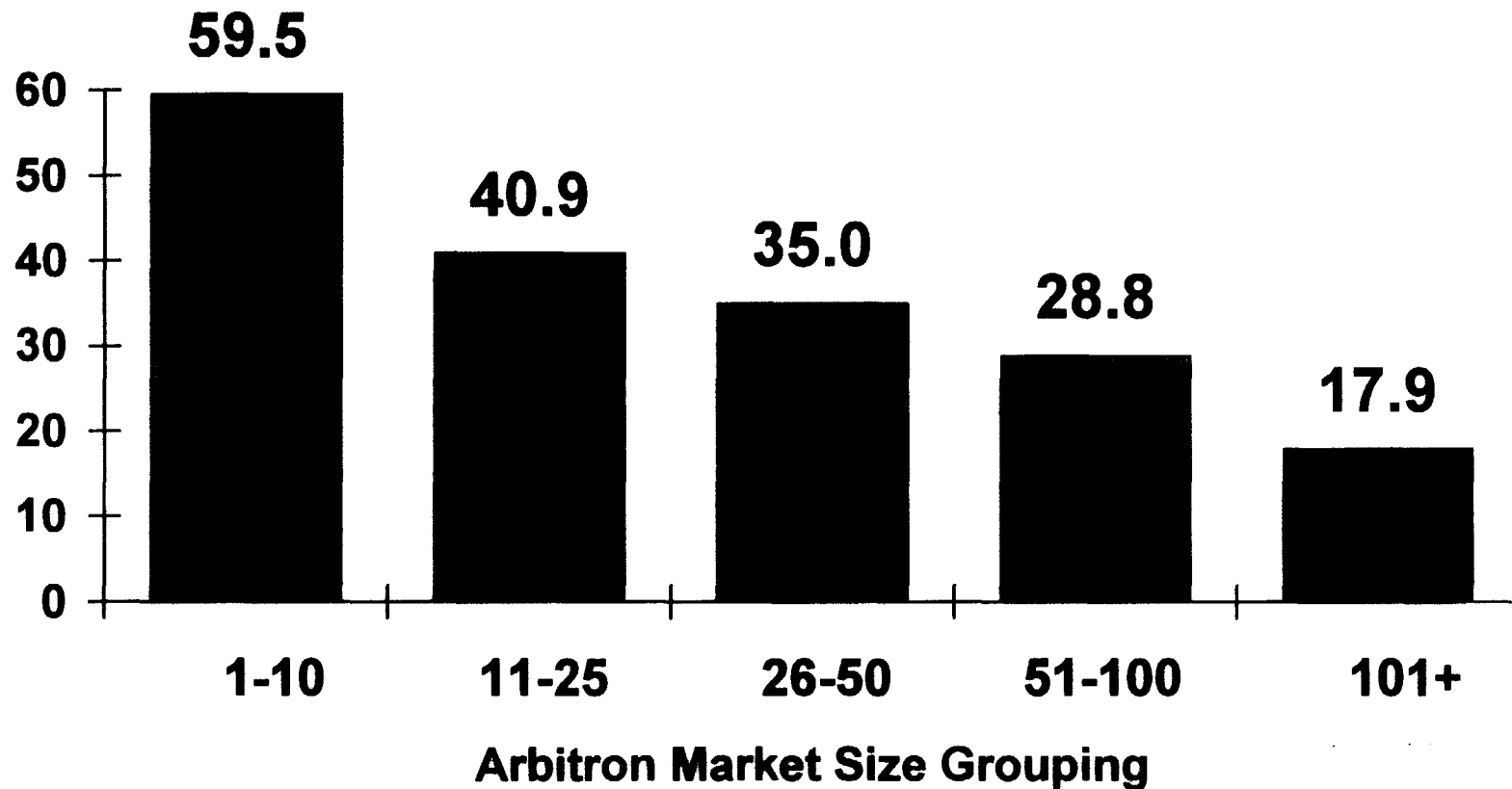
Simpson urged the FCC to consider carefully the costs of authorizing new competition:

There seems to be a perhaps benevolent effort by the FCC to smother small towns with radio signals. The view seems to be, 'Well, if one is good, why not have three? If the small-town stations are resilient and creative, they will survive.' I don't know. In a small town, the amount of advertising is limited to start with and advertisers won't pay if their dollars produce little impact on sales. At what point will still more signals from a distance (50 miles or 22,000 miles) end local radio service to small-town America? The choice is in the hands of five persons: the FCC Commissioners.

**AN ANALYSIS OF
THE NUMBER OF RADIO STATIONS
IN ARBITRON MARKETS**

**Research and Planning Department
National Association of Broadcasters
September 15, 1995**

Average Number of Radio Stations in Arbitron Markets



Source: Data compiled from station information supplied by M Street Radio Corp., New York, NY, August 1995.

Number of Stations in Arbitron Markets

Market Name	Market Rank	# of Stations
New York	1	54
Los Angeles	2	64
Chicago	3	102
San Francisco/Oakland	4	55
Philadelphia	5	58
Detroit	6	48
Dallas/Fort Worth	7	52
Washington	8	49
Houston/Galveston	9	53
Boston	10	60
Miami/Fort Lauderdale	11	45
Atlanta	12	51
Seattle/Tacoma/Everett	13	58
Riverhead/Sag Harbor	14	12
San Diego/Tijuana	15	22
Minneapolis/St. Paul	16	45
St. Louis	17	55
Baltimore	18	30
Pittsburgh	19	48
Phoenix	20	46
Tampa/St. Petersburg	21	43
Cleveland	22	37
Denver	23	44
Portland	24	39
Cincinnati	25	39
Milwaukee	26	35
Kansas City	27	36
Riverside/San Bernardino	28	29
Sacramento	29	32
San Jose	30	22
Providence	31	29
Tidewater (Norfolk/VA Beach)	32	41
Columbus	33	32
San Antonio	34	43
Salt Lake City/Ogden	35	52
Indianapolis	36	36
Charlotte	37	40
New Orleans	38	37
Orlando	39	37
Buffalo/Niagara Falls	40	27
Hartford	41	31
Greensboro/Winston-Salem	42	47
Memphis	43	37
Rochester	44	33
Nashville	45	48
Monmouth-Ocean Counties	46	16
Dayton	47	38
Louisville	48	31
West Palm Beach	49	23
Jacksonville	50	42

Source: Data compiled from station information supplied by M Street Radio Corp, New York, NY, August 1995.

Market Name	Market Rank	# of Stations
Oklahoma City	51	31
Raleigh/Durham/Chapel Hill	52	36
Birmingham	53	28
Austin	54	32
Las Vegas	55	31
Richmond	56	31
Albany/Schenectady/Troy	57	38
Honolulu	58	35
Greenville/Spartanburg	59	44
Tulsa	60	32
Scranton/Wilkes-Barre	61	40
Tucson	62	33
Allentown/Bethlehem	63	21
Fresno	64	42
Grand Rapids	65	32
McAllen/Brownsville	66	27
Akron	67	13
Syracuse	68	35
Albuquerque	69	40
Knoxville	70	43
Omaha	71	27
El Paso/Ciudad Juarez	72	22
Harrisburg	73	26
Toledo	74	28
Springfield	75	25
Wilmington	76	15
Monterey Bay/Salinas	77	40
Sarasota	78	16
New Bern/Morehead City	79	33
Little Rock	80	36
Baton Rouge	81	25
Charleston	82	30
New Bedford/Fall River	83	9
Stockton	84	12
Mobile	85	27
Youngstown	86	33
Wichita	87	29
Bakersfield	88	34
Des Moines	89	27
Columbia	90	27
Spokane	91	33
New Haven	92	9
Johnson City/Kingsport	93	33
Fort Wayne	94	26
Daytona Beach	95	16
Chattanooga	96	34
Titusville/Melbourne	97	18
Lafayette	98	25
Roanok-Lynchburg	99	45
York	100	14
Worcester	101	19
Colorado Springs	102	24
Morristown	103	8

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Market Name	Market Rank	# of Stations
Lexington	104	24
Lancaster	105	10
Lakeland	106	14
Lansing	107	22
Huntsville	108	29
Bridgeport	109	12
Visalia/Porterville	110	13
Oxnard/Ventura	111	21
Augusta	112	30
Gainesville	113	19
Flint	114	17
Santa Rosa	115	14
Jackson	116	32
Portsmouth/Dover	117	19
Canton	118	14
Saginaw/Bay City/Midland	119	25
Modesto	120	23
Madison	121	23
Fort Myers	122	23
Fort Pierce/Vero Beach	123	20
Fayetteville	124	24
Pensacola	125	19
Beaumont	126	23
Shreveport	127	19
Reading	128	7
Corpus Christi	129	30
Davenport (Quad Cities)	130	23
Peoria	131	18
Atlantic City	132	18
Trenton	133	14
Stamford/Norwalk	134	8
Boise	135	28
Reno	136	27
Appleton/Oshkosh	137	18
Biloxi/Gulfport	138	15
Huntington	139	26
Middletown/Monticello	140	18
Utica/Rome	141	26
Montgomery	142	19
Tyler	143	14
Eugene/Springfield	144	22
Ann Arbor	145	10
Rockford	146	17
Macon	147	28
Springfield	148	25
Evansville	149	25
Palm Springs/Indio	150	22
Erie	151	21
Poughkeepsie/Kingston	152	26
Savannah	153	24
Salisbury/Ocean City	154	31
Binghamton	155	18
Charleston	156	19

Source: Data compiled from station information supplied by M Street Radio Corp, New York, NY, August 1995.

Market Name	Market Rank	# of Stations
Wausau/Stevens Point	157	25
Hagerstown	158	18
South Bend	159	18
Columbus	160	17
New London/Norwich (SE CT)	161	15
Portland/Lewiston	162	32
Killeen/Temple	163	12
Anchorage	164	23
Johnstown	165	20
Fayetteville	166	22
San Luis Obispo	167	20
Fort Smith	168	19
Tallahassee	169	22
Kalamazoo	170	14
Waterbury	171	5
Lincoln	172	16
Lubbock	172	23
Odessa/Midland	174	26
Dothan	175	21
Myrtle Beach	176	27
Morgantown	177	28
Tupelo	178	17
Topeka	179	14
Asheville	180	16
Terre Haute	181	19
Santa Barbara	182	15
Green Bay	183	13
Cape Cod	184	18
Chico	185	19
Merced	186	9
Yakima	187	19
Wilmington	188	17
Springfield	189	17
Elmira	190	24
Waco	190	12
Manchester/Nashua	192	13
Amarillo	193	25
Danbury	194	7
Naples	195	11
Alexandria	196	18
Traverse City/NW Michigan	197	28
Florence	198	20
Champaign/Urbana	199	20
Cedar Rapids/Iowa City	200	18
Lake Charles	201	10
Carbondale	202	21
Redding	203	13
Frederick	204	7
Laurel/Hattiesburg	205	20
Medford/Ashland	206	24
Duluth/Superior	207	25
Tuscaloosa	208	16
Fargo	209	17

Source: Data compiled from station information supplied by M Street Radio Corp, New York, NY, August 1995.

Market Name	Market Rank	# of Stations
Wheeling	210	19
Richland/Kennewick/Pasco	211	14
Dubuque	212	14
Fort Walton Beach/Destin	212	16
Sioux Falls	212	27
St. Cloud	215	18
Lima	216	14
Parkersburg/Marietta	217	21
Waterloo	218	17
Abilene	219	18
Burlington/Plattsburgh	220	23
Laredo/Nuevo Laredo	221	10
Charlottesville	222	14
Eau Claire	223	18
Monroe	224	21
Lafayette	225	15
Joplin	226	27
Bloomington/Normal	227	8
Battle Creek	228	9
Panama City	229	18
State College	230	11
Altoona	231	14
Bryan/College Station	232	15
Pueblo	233	13
Santa Fe	234	12
Wichita Falls	235	11
Williamsport	236	21
Columbia	237	16
Texarkana	238	18
Billings	239	15
Augusta (Central ME)	240	16
Lawton	241	17
Watertown	242	13
Sioux City	243	13
Rochester	244	15
Albany	245	16
Rapid City	246	17
Grand Junction	247	17
Grand Forks	248	18
La Crosse	249	17
Ithaca	250	10
San Angelo	251	10
Harrisonburg	252	17
Owensboro	253	7
Danville	254	7
Bismarck	255	10
Bangor	256	19
Great Falls	257	9
Beckley	258	10
Cheyenne	259	11
Meridian	260	13
Casper	261	9

Source: Data compiled from station information supplied by M Street Radio Corp, New York, NY, August 1995.

Number of Stations in Arbitron Markets

Market Name	Market Rank (12 and Older)	Market Pop. (12 and Older)	% of U.S. Pop. (12 and Older)	# of Formats
New York	1	14,124,200	6.71%	54
Los Angeles	2	9,656,900	4.59%	64
Chicago	3	6,880,700	3.27%	102
San Francisco/Oakland	4	5,330,700	2.53%	55
Philadelphia	5	4,115,300	1.95%	58
Detroit	6	3,660,200	1.74%	48
Dallas/Fort Worth	7	3,542,600	1.68%	52
Washington	8	3,493,700	1.66%	49
Houston/Galveston	9	3,294,400	1.56%	53
Boston	10	3,206,100	1.52%	60
Miami/Fort Lauderdale	11	2,843,000	1.35%	45
Atlanta	12	2,770,000	1.32%	51
Seattle/Tacoma/Everett	13	2,696,500	1.28%	58
Riverhead/Sag Harbor	14	2,269,900	1.08%	12
San Diego/Tijuana	15	2,212,500	1.05%	22
Minneapolis/St. Paul	16	2,146,200	1.02%	45
St. Louis	17	2,098,500	1.00%	55
Baltimore	18	2,049,500	0.97%	30
Pittsburgh	19	2,031,400	0.96%	48
Phoenix	20	1,932,800	0.92%	46
Tampa/St. Petersburg	21	1,864,200	0.89%	43
Cleveland	22	1,766,100	0.84%	37
Denver	23	1,705,800	0.81%	44
Portland	24	1,563,300	0.74%	39
Cincinnati	25	1,548,800	0.74%	39
Milwaukee	26	1,352,900	0.64%	35
Kansas City	27	1,351,400	0.64%	36
Riverside/San Bernardino	28	1,347,800	0.64%	29
Sacramento	29	1,340,800	0.64%	32
San Jose	30	1,302,400	0.62%	22
Providence	31	1,278,800	0.61%	29
Tidewater (Norfolk/VA Beach)	32	1,221,500	0.58%	41
Columbus	33	1,215,700	0.58%	32
San Antonio	34	1,166,500	0.55%	43
Salt Lake City/Ogden	35	1,138,000	0.54%	52
Indianapolis	36	1,092,400	0.52%	36
Charlotte	37	1,060,500	0.50%	40
New Orleans	38	1,030,200	0.49%	37
Orlando	39	1,006,000	0.48%	37
Buffalo/Niagara Falls	40	995,600	0.47%	27
Hartford	41	968,500	0.46%	31
Greensboro/Winston-Salem	42	940,600	0.45%	47
Memphis	43	931,200	0.44%	37
Rochester	44	897,500	0.43%	33
Nashville	45	886,200	0.42%	48
Monmouth-Ocean Counties	46	873,800	0.42%	16
London	47	842,700	0.40%	38
Louisville	48	839,600	0.40%	31
West Palm Beach	49	829,100	0.39%	23
Jacksonville	50	823,600	0.39%	42

Source: Data compiled from station information supplied by M Street Radio Corp, New York, NY, August 1995.

Number of Stations in Arbitron Markets

Market Name	Market Pop.		% of U.S. Pop.	
	Market Rank (12 and Older)	(12 and Older)	# of Formats	
Oklahoma City	51	823,000	0.39%	31
Raleigh/Durham/Chapel Hill	52	804,800	0.38%	36
Birmingham	53	785,400	0.37%	28
Austin	54	785,100	0.37%	32
Las Vegas	55	776,400	0.37%	31
Richmond	56	766,100	0.36%	31
Albany/Schenectady/Troy	57	744,800	0.35%	38
Honolulu	58	731,500	0.35%	35
Greenville/Spartanburg	59	689,600	0.33%	44
Tulsa	60	641,700	0.30%	32
Scranton/Wilkes-Barre	61	636,600	0.30%	40
Tucson	62	608,100	0.29%	33
Allentown/Bethlehem	63	604,700	0.29%	21
Fresno	64	586,800	0.28%	42
Grand Rapids	65	584,400	0.28%	32
McAllen/Brownsville	66	565,200	0.27%	27
Akron	67	565,100	0.27%	13
Syracuse	68	555,200	0.26%	35
Albuquerque	69	534,000	0.25%	40
Knoxville	70	531,200	0.25%	43
Omaha	71	522,800	0.25%	27
El Paso/Ciudad Juarez	72	521,700	0.25%	22
Harrisburg	73	516,900	0.25%	26
Toledo	74	511,300	0.24%	28
Springfield	75	508,200	0.24%	25
Wilmington	76	506,700	0.24%	15
Monterey Bay/Salinas	77	500,400	0.24%	40
Sarasota	78	461,100	0.22%	16
New Bern/Morehead City	79	459,500	0.22%	33
Little Rock	80	447,200	0.21%	36
Baton Rouge	81	446,600	0.21%	25
Charleston	82	439,000	0.21%	30
New Bedford/Fall River	83	429,200	0.20%	9
Stockton	84	415,200	0.20%	12
Mobile	85	414,500	0.20%	27
Youngstown	86	413,900	0.20%	33
Wichita	87	412,900	0.20%	29
Bakersfield	88	412,500	0.20%	34
Des Moines	89	410,600	0.20%	27
Columbia	90	398,600	0.19%	27
Spokane	91	391,800	0.19%	33
New Haven	92	387,600	0.18%	9
Johnson City/Kingsport	93	387,400	0.18%	33
Fort Wayne	94	385,700	0.18%	26
Daytona Beach	95	380,200	0.18%	16
Chattanooga	96	377,300	0.18%	34
Asheville/Melbourne	97	377,100	0.18%	18
Lafayette	98	374,600	0.18%	25
Roanok-Lynchburg	99	374,100	0.18%	45
York	100	370,000	0.18%	14

Source: Data compiled from station information supplied by M Street Radio Corp, New York, NY, August 1995.

Number of Stations in Arbitron Markets

Market Name	Market Rank (12 and Older)	Market Pop. (12 and Older)	% of U.S. Pop. (12 and Older)	# of Formats
Worcester	101	369,700	0.18%	19
Colorado Springs	102	369,500	0.18%	24
Morristown	103	368,300	0.17%	8
Lexington	104	366,200	0.17%	24
Lancaster	105	366,100	0.17%	10
Lakeland	106	366,000	0.17%	14
Lansing	107	363,900	0.17%	22
Huntsville	108	361,100	0.17%	29
Bridgeport	109	360,900	0.17%	12
Visalia/Porterville	110	357,700	0.17%	13
Oxnard/Ventura	111	357,200	0.17%	21
Augusta	112	357,100	0.17%	30
Gainesville	113	351,800	0.17%	19
Flint	114	348,900	0.17%	17
Santa Rosa	115	348,800	0.17%	14
Jackson	116	336,900	0.16%	32
Portsmouth/Dover	117	336,600	0.16%	19
Canton	118	335,000	0.16%	14
Saginaw/Bay City/Midland	119	329,000	0.16%	25
Modesto	120	328,900	0.16%	23
Madison	121	326,100	0.15%	23
Fort Myers	122	325,600	0.15%	23
Fort Pierce/Vero Beach	123	323,600	0.15%	20
Fayetteville	124	318,300	0.15%	24
Pensacola	125	305,800	0.15%	19
Beaumont	126	304,100	0.14%	23
Shreveport	127	302,300	0.14%	19
Reading	128	295,500	0.14%	7
Corpus Christi	129	293,200	0.14%	30
Davenport (Quad Cities)	130	290,500	0.14%	23
Peoria	131	284,100	0.13%	18
Atlantic City	132	282,400	0.13%	18
Trenton	133	282,200	0.13%	14
Stamford/Norwalk	134	280,100	0.13%	8
Boise	135	277,700	0.13%	28
Reno	136	271,100	0.13%	27
Appleton/Oshkosh	137	271,000	0.13%	18
Biloxi/Gulfport	138	268,800	0.13%	15
Huntington	139	267,700	0.13%	26
Middletown/Monticello	140	265,800	0.13%	18
Utica/Rome	141	263,500	0.13%	26
Montgomery	142	256,200	0.12%	19
Tyler	143	255,500	0.12%	14
Eugene/Springfield	144	252,200	0.12%	22
Ann Arbor	145	249,400	0.12%	10
Rockford	146	244,100	0.12%	17
Con	147	242,700	0.12%	28
Springfield	148	238,800	0.11%	25
Evansville	149	237,200	0.11%	25
Palm Springs/Indio	150	236,600	0.11%	22

Source: Data compiled from station information supplied by M Street Radio Corp, New York, NY, August 1995.

Number of Stations in Arbitron Markets

Market Name	Market Pop.		% of U.S. Pop.	# of Formats
	Market Rank	(12 and Older)		
Erie	151	232,400	0.11%	21
Poughkeepsie/Kingston	152	224,700	0.11%	26
Savannah	153	224,600	0.11%	24
Salisbury/Ocean City	154	223,500	0.11%	31
Binghamton	155	220,200	0.10%	18
Charleston	156	216,600	0.10%	19
Wausau/Stevens Point	157	212,800	0.10%	25
Hagerstown	158	212,600	0.10%	18
South Bend	159	211,500	0.10%	18
Columbus	160	211,400	0.10%	17
New London/Norwich (SE CT)	161	208,000	0.10%	15
Portland/Lewiston	162	205,900	0.10%	32
Killeen/Temple	163	205,800	0.10%	12
Anchorage	164	201,600	0.10%	23
Johnstown	165	201,200	0.10%	20
Fayetteville	166	199,200	0.09%	22
San Luis Obispo	167	193,600	0.09%	20
Fort Smith	168	191,600	0.09%	19
Tallahassee	169	191,200	0.09%	22
Kalamazoo	170	188,800	0.09%	14
Waterbury	171	187,900	0.09%	5
Lubbock	172	186,900	0.09%	23
Lincoln	172	186,900	0.09%	16
Odessa/Midland	174	183,900	0.09%	26
Dothan	175	180,500	0.09%	21
Myrtle Beach	176	178,800	0.08%	27
Morgantown	177	178,200	0.08%	28
Tupelo	178	177,600	0.08%	17
Topeka	179	177,500	0.08%	14
Asheville	180	172,800	0.08%	16
Terre Haute	181	170,700	0.08%	19
Santa Barbara	182	169,400	0.08%	15
Green Bay	183	168,200	0.08%	13
Cape Cod	184	167,000	0.08%	18
Chico	185	166,500	0.08%	19
Merced	186	163,600	0.08%	9
Yakima	187	162,700	0.08%	19
Wilmington	188	162,500	0.08%	17
Springfield	189	161,900	0.08%	17
Elmira	190	161,000	0.08%	24
Waco	190	161,000	0.08%	12
Manchester/Nashua	192	158,800	0.08%	13
Amarillo	193	158,700	0.08%	25
Danbury	194	158,500	0.08%	7
Naples	195	154,500	0.07%	11
Alexandria	196	151,700	0.07%	18
Flower City/NW Michigan	197	151,500	0.07%	28
Florence	198	151,100	0.07%	20
Champaign/Urbana	199	149,600	0.07%	20
Cedar Rapids/Iowa City	200	145,900	0.07%	18

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Number of Stations in Arbitron Markets

Market Name	Market Rank	Market Pop. (12 and Older)	% of U.S. Pop. (12 and Older)	# of Formats
Lake Charles	201	138,200	0.07%	10
Carbondale	202	136,600	0.06%	21
Redding	203	136,500	0.06%	13
Frederick	204	135,800	0.06%	7
Laurel/Hattiesburg	205	135,700	0.06%	20
Medford/Ashland	206	135,400	0.06%	24
Duluth/Superior	207	134,100	0.06%	25
Tuscaloosa	208	134,000	0.06%	16
Fargo	209	133,700	0.06%	17
Wheeling	210	132,800	0.06%	19
Richland/Kennewick/Pasco	211	131,100	0.06%	14
Sioux Falls	212	130,200	0.06%	27
Fort Walton Beach/Destin	212	130,200	0.06%	16
Dubuque	212	130,200	0.06%	14
St. Cloud	215	130,100	0.06%	18
Lima	216	127,700	0.06%	14
Parkersburg/Marietta	217	126,300	0.06%	21
Waterloo	218	122,000	0.06%	17
Abilene	219	120,300	0.06%	18
Burlington/Plattsburgh	220	119,600	0.06%	23
Laredo/Nuevo Laredo	221	117,900	0.06%	10
Charlottesville	222	117,400	0.06%	14
Eau Claire	223	117,300	0.06%	18
Monroe	224	116,900	0.06%	21
Lafayette	225	116,200	0.06%	15
Joplin	226	115,500	0.05%	27
Bloomington/Normal	227	114,900	0.05%	8
Battle Creek	228	114,600	0.05%	9
Panama City	229	114,200	0.05%	18
State College	230	112,300	0.05%	11
Altoona	231	110,300	0.05%	14
Bryan/College Station	232	109,000	0.05%	15
Pueblo	233	106,300	0.05%	13
Santa Fe	234	106,000	0.05%	12
Wichita Falls	235	105,100	0.05%	11
Williamsport	236	101,800	0.05%	21
Columbia	237	100,700	0.05%	16
Texarkana	238	100,400	0.05%	18
Billings	239	98,500	0.05%	15
Augusta (Central ME)	240	98,100	0.05%	16
Lawton	241	97,000	0.05%	17
Watertown	242	95,900	0.05%	13
Sioux City	243	95,800	0.05%	13
Rochester	244	91,600	0.04%	15
Albany	245	91,200	0.04%	16
Rapid City	246	91,000	0.04%	17
and Junction	247	86,000	0.04%	17
Grand Forks	248	85,300	0.04%	18
La Crosse	249	83,800	0.04%	17
Ithaca	250	83,500	0.04%	10

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Number of Stations in Arbitron Markets

Market Name	Market Pop.		% of U.S. Pop.	
	Market Rank (12 and Older)	(12 and Older)	# of Formats	
San Angelo	251	82,700	0.04%	10
Harrisonburg	252	79,400	0.04%	17
Owensboro	253	73,400	0.03%	7
Danville	254	72,500	0.03%	7
Bismarck	255	70,200	0.03%	10
Bangor	256	66,800	0.03%	19
Great Falls	257	66,100	0.03%	9
Beckley	258	64,200	0.03%	10
Cheyenne	259	62,700	0.03%	11
Meridian	260	62,500	0.03%	13
Casper	261	49,700	0.02%	9

1995 RADIO STATION AVAILABILITY BY COUNTY STUDY

**Research and Planning Department
National Association of Broadcasters
September 15, 1995**